

# Table of Contents

**Part 1 – How to Use This Report ..... 1**

- Brief Outline ..... 1
- Browse by Role ..... 1

**Part 2 – Content, Management, and Systems ..... 3**

- The Content Component Management Mandate: Publish more content, in more channels, faster and cheaper ..... 3
  - Customer Content ..... 3
  - Multichannel ..... 4
  - Globalization ..... 5
  - Publish Faster ..... 6
  - Publish More With Less ..... 6
  - Personalization ..... 7
  - Content Component Management to the Rescue ..... 7
  - What is a CCM System and What is Not ..... 7
- Special Issues of Managing Content Components ..... 8
  - Paradigm Shift: Components vs. documents ..... 8
  - Retrieval ..... 8
  - Granularity of Reuse ..... 9
  - Integration with Other Systems: Authoritative Source ..... 10
- The Business Case: How to justify a CCM investment ..... 11
  - Hard Benefits ..... 11
  - Soft Benefits ..... 12
  - When All Else Fails ..... 13

**Part 3 – CCM Dissected ..... 14**

- Component Content Management ..... 14
  - Dedicated ..... 14
  - Web Component Content Management ..... 14
  - Enterprise ..... 14
- From Content to Structure ..... 15
  - Why Structure is Important? ..... 16
  - XML or Not ..... 18
- Component Content Lifecycle ..... 26
  - Phase 0: Information Architecture of Content Components ..... 26
  - Phase 1: Content Creation ..... 29
  - Phase 2: Management ..... 33
  - Phase 3: Output Production ..... 42

**Text in red appears in the Enterprise version ONLY.**

Vendor Intangibles Dissected .....	45
Maintenance & Support .....	45
Services & Channel .....	47
Integration & Partnerships .....	48
Technology Vision .....	48
Product Stability .....	49
<b>Part 4 – Universal Scenarios: The Key to Comparing Technologies .....</b>	<b>50</b>
Complex Reuse .....	50
Complex Translation .....	51
Regulatory .....	52
Enterprise Component Management .....	53
DITA for Technical Documentation .....	54
Multichannel Publishing .....	55
Structured Business Documents .....	56
Web-Centric Multichannel Delivery .....	57
<b>Part 5 – CMS Product Comparisons .....</b>	<b>58</b>
CCM Market Overview 2008 .....	58
Growth and Stability .....	58
Supporting Specific Standards .....	58
Examining Basic Specifications .....	59
How We Categorize Vendors .....	59
Products by Category .....	59
Matching Features to Requirements .....	60
Putting Scenarios and Vendors Together .....	61
Authoring Tools .....	62
Specsheet Summary: Authoring Tools .....	63
Category Summary: Authoring Tools .....	67
Scenario Summary: Authoring Tools .....	68
Adobe: FrameMaker .....	69
In.vision Research: Xpress Author for Word .....	80
JustSystems: XMetaL .....	96
PTC: Arbortext Editor .....	106
Xopus B.V.: Xopus .....	115
Other Authoring Tools .....	125
XML IDEs .....	125
Newcomers .....	130
Dedicated CCM Tools .....	133
Specsheet Summary: Dedicated CCM .....	134

**Text in red appears in the Enterprise version ONLY.**

Category Summary: Dedicated CCM Tools .....	143
Scenario Summary: Dedicated CCM Tools .....	144
Astoria Software: Astoria On-Demand .....	145
DocZone.com: DocZone .....	158
EMC: Documentum Technical Publishing Solution .....	169
empolis: e:CLS .....	182
IXIASOFT: DITA CMS Framework .....	195
PTC: Arbortext Content Manager .....	207
SiberLogic: SiberSafe .....	216
Trisoft N.V: Trisoft CMS .....	228
XyEnterprise: Contenta .....	240
Vasont Systems: Vasont .....	253
<b>Other Dedicated CCM .....</b>	<b>267</b>
BlueStream XDocs .....	267
Corena LifeSTAR series of products .....	267
Inmedius Horizon .....	267
Ovidius TCToolbox .....	268
<b>Web Content Component Management Tools .....</b>	<b>269</b>
Specsheet Summary: Web Content Component Tools .....	270
Category Summary: Web Content Component Tools .....	272
Scenario Summary: Web Component Content Tools .....	273
Percussion: Rhythmyx .....	274
SDL: Tridion R5.3 .....	288
<b>Enterprise Tools .....</b>	<b>299</b>
Specsheet Summary: Enterprise Tools .....	300
Category Summary: Enterprise Tools .....	302
Scenario Summary: Enterprise Tools .....	303
Author-it Software Corporation: Author-it .....	304
EMC: Documentum .....	321
<b>Other Enterprise Tools .....</b>	<b>333</b>
Traditional ECM .....	334
<b>Part 6 – Advice, Pitfalls, and Best Practices .....</b>	<b>335</b>
How to Select a CCMS Package .....	335
Vendor Pricing .....	342
Software .....	342
Professional Services and Support .....	343
Some Final Words on Pricing .....	344
Twelve Common Pitfalls to Avoid (and Best Practices to Follow) .....	345
Trends in Component Content Management .....	350

**Text in red appears in the Enterprise version ONLY.**

A Brief Conclusion .....	350
<b>Part 7 – Appendices .....</b>	<b>352</b>
Appendix A: Glossary .....	352